



# **The Value of Opportunity**

## **Engaging Potential Customers**

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Got2Know, LLC  
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# Who are we?

- An innovative, one of a kind digital media start up company based in Indianapolis, IN with a mission to *“build a better world by providing life skills information via 100% video in a 100% positive and engaging way to teens & young adults.”*
- Our interactive website will be the website of choice for teens, young adults and their parents & educators in order to gain valuable life knowledge to help them be successful in life.
- Our model is based on the “emotional connection” approach – we are leveraging today’s digital technology for the tech savvy young millennial’s high desire to be engaged and entertained while getting their questions answered. They want to learn their way.

# A View of our Beta Website

Helping you succeed in life, via video.



Search iG2K

# Our Main Categories

- Health & Wellness
- Education (High School / College Life)
- Personal Finance
- Everyday Life
- Leadership
- Sports/Hobbies/Fashion
- Careers / Jobs
- Technology

iGot2Know.com will have 8 main categories with 15 – 20 subtopics under each category and hundreds of videos that will be 100% positive providing life skills to help millions of young adults.

# Our target market

## **The millennial generation:**

All teens and young adults. A secondary market is their parents as we know from research that approximately 71% of all teens and young adults involve their parents in making life decisions – like preparing and going to college.

## **The millennials say ....**

- They want knowledge; they seek information that will empower them and help them to make the right decision.
- They like learning from role models and peers. They are loyal.
- They read less – UNLESS something interests them and they believe it to be helpful in contributing to their success. As a generation, they are interested in information but they want to read less and leverage technology more.
- This generation has produced the largest number of entrepreneurs our nation has seen.
- They want to be “engaged” and “interact” with the information they are receiving.
- They want to be “in control” of decisions they are making.

# Why become a sponsor of [igot2know.com](http://igot2know.com)?

- Millions of teens, young adults and their parents will have access to your company's information via video that will help them learn; help them succeed.
- We will engage visitors and members with an interactive, exciting user experience so they will enjoy learning “relevant life skills”. Our website will be 100% positive; 100% video.
- We provide a unique and innovative emotional medium for “you to tell your story, further brand your service, and activate your value” in an emotional way – via video. Video is the way that the majority of teens seek information. We intend to present “real life” skills in the way they want it, when they want it – in an entertaining way.
- iGot2Know.com will provide an opportunity to secure marketing data/feedback about teens & their parents needs. Our digital venue will expand your reach and complement your current marketing and advertising efforts.

# How will we get the word out?

- We will be securing sponsorships with large corporations and organizations.
- We are in the process of securing endorsements from various state departments' of education as well as NACAC, NAFEO, NEA, HBCU, and Lumina (who has a new website: KnowHow2Go). In addition, we are in negotiations to partner with Weekly Reader, Girl Scouts, Boy Scouts, Youth Sports Council, Jewish Community Centers, and YMCA to secure content for teens/young adults so that videos can be created.
- We have received agreements to cross link our site with 50+ other websites that share our same target market demographics and relevant positive mission (i.e. education and/or life skills goals).
- We have built business alliances with companies such as Experience.com, SharedBook, PictureU, Snippies, Cantaloupe, and other such companies who can bring significant value to Got2Know and our sponsors by providing even more avenues to extend your company's brand equity and activation.
- We believe through all of these efforts, we will attract millions of visitors/members in our target market.
- In our first week of a national media campaign, we were on WISH TV (Indiana's CBS affiliate) morning show and had our first editorial article on the front cover of a Regional Indianapolis newspaper. The traffic to our website generated 1,430 unique visitors and over 10,430 page views in one day.

# Our Strategy is simple:

**“First to market” with continuous innovative additions to our site**

- We will be working with various marketing agencies and event promoters who will implement a national media campaign that will include print, broadcast and digital avenues.
- We will embrace and engage in a viral campaign by linking to 70+ websites who target our same teen/young adult and/or parents markets.
- By partnering with World Class Corporations & Organizations along with Top Universities across the country, we will leverage strengths to maximize our viral campaign to the millennial market.
- There will not be direct advertising on our site. All of our sponsors will be providing “relevant life skills” content via video to benefit iGot2Know.com’s visitors and members.
- By being the first website of its kind to provide engaging, life value information via 100% video while building strategic alliances with many organizations who have links with positive resources, we intend to position ourselves as “the website of choice” for all “millennials” and their parents seeking knowledge to aid in their success in life.



# Our Contact Information

- Got2Know is located at 3815 River Crossing Parkway, Suite 100, Indianapolis, IN.
- If you have any questions about Got2Know, please feel free to call us at #317-372-6524.
- iGot2Know.com will not launch until June 1st, however, you can view our Beta website at [www.igot2know.com](http://www.igot2know.com) for a better understanding of our mission, our life skills topics, etc.
- Feel free to also email us at [lisa.got2know@yahoo.com](mailto:lisa.got2know@yahoo.com) or [craig.got2know@yahoo.com](mailto:craig.got2know@yahoo.com).
- Thank you and we hope you will consider a partnership or sponsorship.

**iGot2Know.com**

***Life skills information via video -  
when you need it, how you want it.  
Get the Power of Knowledge!***